MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BET2014 – BUSINESS ETHICS

(All sections / Groups)

13 OCTOBER 2016
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 5 Questions only.
2. Attempt **FOUR** out of **FIVE** questions . All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) In his book *The Right and the Good*(1930), W.E.D. Ross argued that there are certain principles that individuals should follow that are considered part of the prima facie obligation an individual has to society. Ross presented seven basic principles to support his ethical philosophy. Name the ethical framework identified by Ross and explain the **SEVEN (7)** principles that individuals develop as a level of intuition to be incorporated in their decision-making processes.

(15 marks)

b) What are the **FOUR (4)** types of unintentional unethical behaviour? Provide an example of when you may have had unintentional unethical behaviour in the past.

(10 marks)

(TOTAL: 25 marks)

QUESTION 2

a) Define corporate social responsibility. Carroll argued that to understand the role corporate social responsibility plays in the decision-making process of a manager, there must be a clear, comprehensive definition based on a number of components. Explain these components.

(15 marks)

b) The role of the board of directors should be based on the belief that the actions of the board represent the objectives and needs of the stakeholders. Their roles need to move beyond traditional, which was being passive to the decisions established by management, and take a more participatory role. Explain the continuum of potential board involvement in the decision making process within an organisation.

(10 marks)

(TOTAL: 25 marks)

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QUESTION 3

a) There are three types of environmental initiatives that can be generated from an employee from any level within the firm. Explain what are the **THREE (3)** initiatives and why do these environmental initiatives might fail within the firm?

(10 marks)

b) A manager has to consider a number of factors when understanding the potential ethical issues that relate to information technology. Discuss the **FIVE (5)** management issues that relate to information technology.

(15 marks)

(TOTAL: 25 marks)

QUESTION 4

a) A firm that incorporates ethical planning as part of the strategic planning process generates a positive reputation to its stakeholders. In its strategic planning process, The Wackenhut Corporation has adopted some core values, which emphasizes ethical considerations. Discuss any of the **FIVE (5)** core values adopted by The Wackenhut Corporation.

(10 marks)

b) A number of organizations have shown the foresight to develop a global code of ethics that both profit and non-profit organizations can use as a starting point to develop and/or revise their codes of ethics. Discuss the **TEN (10)** principles outlined in the United Nations Global Impact.

(15 Marks)

(TOTAL: 25 marks)

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QUESTION 5

a) Discuss the **FOUR (4)** factors that caused the downfall of Enron in 2001.

(10 marks)

b) i. Near and Miceli (1985) present a four-step process that must take place before a firm is notified by a whistle-blower of a potentially unethical behaviour. Discuss the **FOUR (4)** steps.

(6 marks)

ii. The Sarbanes-Oxley Act offers protection to whistle-blowers. Discuss **TWO (2)** of the provisions of the SOX that protect the whistle-blowers.

(4 marks)

iii. You witnessed an unethical practice in your workplace. Discuss your choice of hotlines or channels to report the misconduct.

(5 marks)

(TOTAL: 25 marks)

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